



corporate
brand
identity
worldwide

GENERAL LOGO USAGE GUIDELINES FOR

Intel® Pentium® M Processor

How Effective Design Can Strengthen the Intel® Processor Brand Value





Logo Usage

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introduction



The Intel® Pentium® M processor delivers outstanding performance and enables extended battery life in thin and light notebook PCs. The visual identity of the Intel Pentium M processor is enhanced by the equity the Pentium® trademark has built in the badge mark and confidently asserts its leadership among Pentium brands in Intel's product brand hierarchy.

The key to success of the Intel Pentium M brand is proper and consistent use of its brand identity. This identity, used in text and represented by visual design elements, is the extension of the Pentium brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership position worldwide.

strategic design

The “dimensional cradle”, as seen in former Intel® Pentium® processors, has been transformed into a straight, horizontal line to demonstrate the precision, vision and balance inherent in the Intel Pentium brand family.

In an effort to leverage the equity established with the Intel Pentium brand, an increased emphasis on “Pentium” is achieved by reversing it out of Intel Blue.

The identity was created to convey the next generation of the Intel Pentium processor, and works to maximize the legibility, clarity and reproducibility of this brand at minimum sizes.



The new Intel Inside® logo prominently asserts this processor's deep connection with the Intel corporate brand by introducing a drop 'e' in the Intel name, while simultaneously signaling a new era of Intel® Pentium® processors.

The generation “M” signals that this is a mobile product—the use of a new color, goldenrod, symbolizes a departure from a classification around speed alone.



color palette

The Intel® Pentium® M brand color palette expresses the intelligence, precision, and premium nature of the Intel Pentium M brand. Use these colors as indicated here to consistently and powerfully express the brand's identity.

Intel Blue represents the inherent quality and technological leadership that is consistent with Intel's other processor brands.

CMYK = 100, 40, 0, 0

RGB = 0, 51, 255

Intel Blue = Special match*



The use of goldenrod signifies the mobile "M" identifier and further differentiates this processor brand from its predecessors.

CMYK = 0, 27, 100, 0

RGB = 255, 153, 0

PANTONE** = 130

*Intel Blue: Always refer to Intel's *The Impact of Corporate Color* when reproducing Intel Blue. Visit the Corporate Identity Web site for swatch ordering information or if you have questions about Intel Blue. See page 14 for access information.

**Pantone is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

sizing

To maintain the legibility of the Intel® Pentium® M brand identity, minimum size requirements have been set for logo reproduction in various applications.



2.2 cm wide for
print ("small")

PRINT MINIMUM SIZE

For most print applications, the minimum size is 2.2 cm wide ("small").



62 pixels wide
for web

WEB MINIMUM SIZES

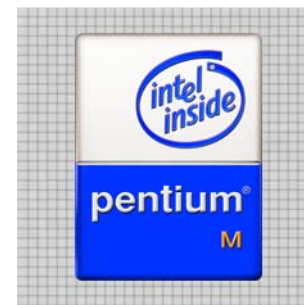
A 62-pixel wide version is available for use in Web applications.

backgrounds

Whenever possible, place the Intel® Pentium® M logo on a clean, clear, solid background. The background should be white or a solid color that offers good contrast. In the rare instance where the logo is used on a photographic or patterned image, ensure that there is significant contrast between the background and the logo.



Place the logo on a white or a solid background of good contrast.

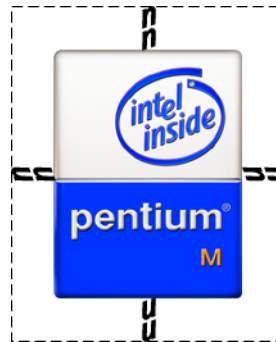


Place the logo on a patterned background only when there is significant contrast.

clear space

To reinforce communication goals and maintain the strength of the Intel® Pentium® M brand identity, set the logo apart from surrounding design elements by maintaining a constant clear space around it.

In all applications of the Intel Pentium M logo, the clear space surrounding the logo is equal to the height of two “n”s in “Intel”.



CLEAR SPACE

The area surrounding the Intel Pentium M logo should be even, unpatterned, and free from typography, illustration, or other graphic elements whenever possible.

incorrect usage

The following are examples of incorrect expressions of the Intel® Pentium® M logo. Do not use these or other treatments that weaken the consistency of the Intel® brand identity.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



reproduction specifications

The Intel® Pentium® M processor print files have been created in RASTER format, as opposed to vector format, using Adobe Photoshop* 6. It is recommended that you use Adobe Photoshop* 6 whenever possible. **All of these files are exported EPS files and should be used as placed graphics in page layout and illustration software.** Do NOT open a file with Adobe Illustrator* and resave it as an Adobe Illustrator* EPS file. This will result in an unusable file or one that generates incorrect results.

The files have been created at 300 dpi and can be scaled down without compromising the file quality. However, these files are not upwardly scalable. While some raster files can be scaled up slightly (10%), it is NOT recommended. Therefore, it is important that you download the appropriately sized file for your specific application. For your convenience, the logo library provides a range of sizes.

*Other names and brands may be claimed as the property of others.

artwork formats

THE LOGO LIBRARY CONSISTS OF THE FOLLOWING:

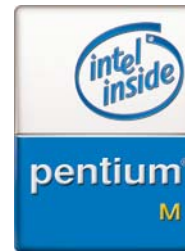


Print: 5 Color

Format: EPS

Colors: C,M,Y,K,
and Intel Blue

Available sizes:
small (2.2 cm),
medium (2.5 cm),
large (6.2 cm), and
max (16.6 cm)



Print: Process Color

Format: EPS

Colors: C,M,Y,K

Available sizes:
small (2.2 cm),
medium (2.5 cm),
large (6.2 cm), and
max (16.6 cm)



Print: 3 Color

Format: EPS

Colors: Black,
Intel Blue,
and Goldenrod
(Pantone 130)

Available sizes:
small (2.2 cm),
medium (2.5 cm),
large (6.2 cm), and
max (16.6 cm)



Print: Grayscale

Format: EPS

Color: K

Available sizes:
small (2.2 cm),
medium (2.5 cm),
large (6.2 cm), and
max (16.6 cm)

artwork formats (cont.)

THE LOGO LIBRARY CONSISTS OF THE FOLLOWING:



Logo Merchandise:
4 Color Flat
(use for embroidery)

Format: EPS

Colors: Intel Blue,
Goldenrod
(Pantone 130),
Silver (Pantone 877)
and Line White*

Available sizes:
Medium and
large are available
for embroidery.

Note:

*Keyline does not print.



Logo Merchandise:
4 Color Flat
(use for small-size silkscreen)

Format: EPS

Colors: Intel Blue,
Goldenrod
(Pantone 130),
Cool Gray 1, and
Cool Gray 5

Available sizes:
Small and medium only.
Larger silkscreen
applications must use
dimensional artwork.



Web/Presentation: RGB

Format: GIF/JPG

Colors: R,G,B**

Available sizes:
150, 72, and 62
pixels wide, and
60 pixels high



Rich Media: RGB

Format: SWF

Colors: R,G,B**

Available size:
72 and 62
pixels wide, and
60 pixels high

**The Web versions use standard Web-safe colors; as a result, the colors of the Web versions are slightly different from the printed versions.

trademark and processor number usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo appears, the following footnote must also appear:

Intel, Intel Inside, the Intel Inside logo, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

PROPER TRADEMARK USAGE RULES INCLUDE:

- As with all other trademarks, the Intel® Pentium® M trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Intel Pentium M trademark (e.g., Intel® Pentium® M processor). The approved nouns for the Pentium M trademark are *brand*, *logo*, *mark*, *microprocessor(s)*, *name*, *processor(s)*, and *trademark*.
- The appropriate use of trademark symbols with this trademark is as follows: Intel® Pentium® M trademark. Do not use any trademark symbol after the "M."
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Include Intel® before the Pentium® M trademark (e.g., Intel® Pentium® M processor).
- Never hyphenate or abbreviate the Intel® Pentium® M trademark.
- Never incorporate the Intel® Pentium® M trademark or any part of the trademark into a third party's company name, product brand name, or model number.

Examples of Intel® Pentium® M Processor Use:

CORRECT USAGE	INCORRECT USAGE
Intel® Pentium® M processor	Pentium® M™ processor
Intel® Pentium® M processor	Pentium® - M processor
Intel® Pentium® M processor	Mobile Pentium® M processor
Intel® Pentium® M processor 7xx	Intel® Pentium® M 7xx
Intel® Pentium® M processor 7xx	Mobile Intel® Pentium® M processor 7xx
Intel® Pentium® M processor Low Voltage 7xx	Intel® Pentium® M processor 7xx Ultra Low Voltage
Intel® Pentium® M processor ULV 7xx	Intel® Pentium® M processor ULV7xx
Intel® Pentium® M processor Low Voltage 7xx	Intel® Pentium® M processor Low Voltage7xx
Intel® Pentium® M processor LV 7xx	Intel® Pentium® M LV7xx
ABC system with an Intel® Pentium® M processor	ABC Pentium® -M processor

trademark and processor number usage (cont.)

PROPER TRADEMARK USAGE RULES INCLUDE:

- For products with an assigned processor number, the processor number replaces speed (GHz) in the brand text mention and must follow the processor brand name (e.g. Intel® Pentium® M processor 7xx). If the processor name designates Low Voltage (LV) correct usage is Intel® Pentium® M processor Low Voltage 7xx or Intel® Pentium® M processor LV 7xx. If the processor name designates Ultra Low Voltage (ULV) correct usage is Intel® Pentium® M processor Low Voltage 7xx or Intel® Pentium® M processor ULV 7xx.
- The processor number must have the same text treatment as the rest of the brand name.
- For current products that do not have assigned processor numbers, speeds should be represented in “dollars and cents” such as 2.20 GHz, 2 GHz, and 1.13 GHz. The speed must be listed at the end of the entire brand name (including platform dependent brand extensions) when frequency is mentioned (e.g., Intel® Pentium® M processor 1.70 GHz).

FOR FURTHER INFORMATION ABOUT THIS CAMPAIGN, CALL OR EMAIL:

thank you

Proper and consistent use of the Intel® Pentium® M logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

If you need further information, please visit the Corporate Brand Identity Web site or contact one of the people listed here.

General Usage:

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Corporate Identity Web Site:

<http://cbid.intel.com>
For username and password, contact
Corporate Brand Identity.

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